

## Location:

5009 Lytle Street  
Pittsburgh, PA

## County:

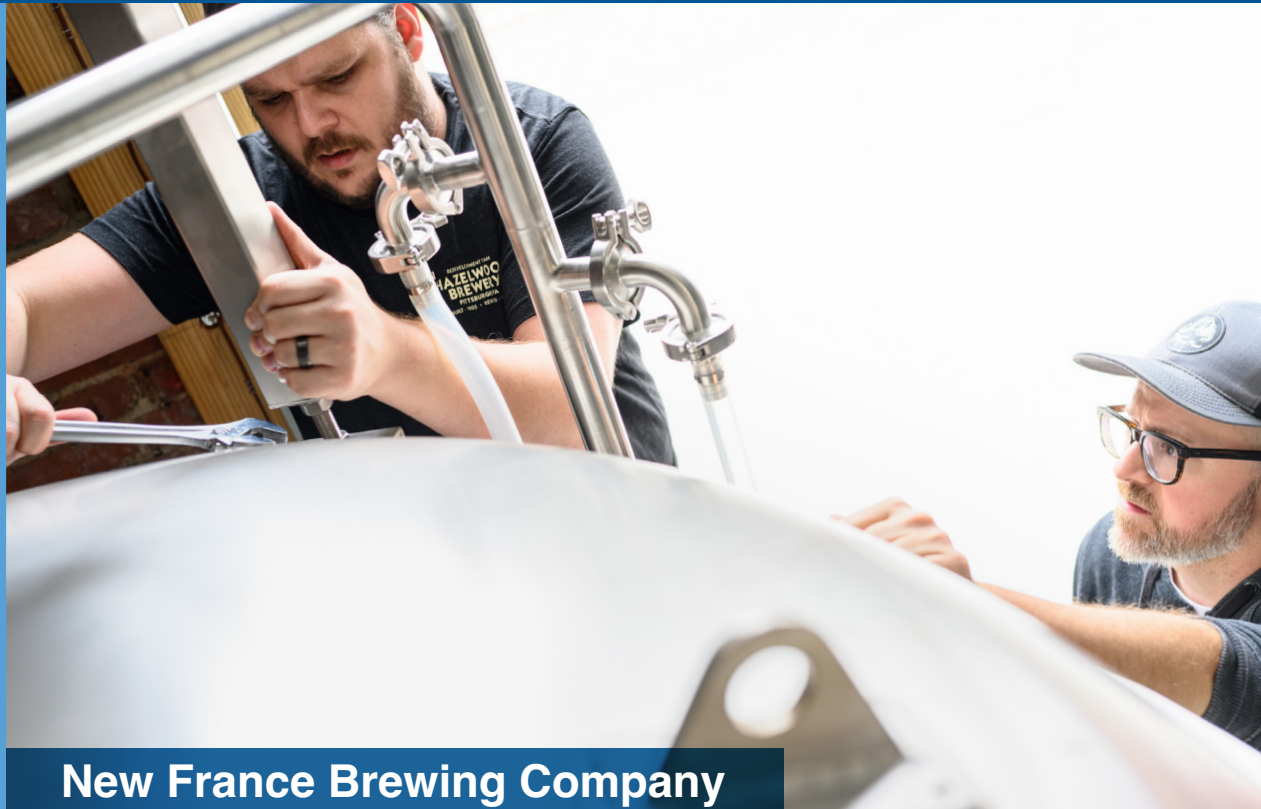
Allegheny

## Description:

New business financing

## Total Project Cost:

\$481,000



## New France Brewing Company

### People:

One of their signature beers is dubbed The Iconoclast, and that's just the most obvious indication that Tom Marshall and Nick Jones are determinedly different. "I want people to say, 'Nick and Tom are doing something that no one else is doing,'" says Tom, a teacher-turned-brewer. Nick is the microbiologist who works the French Barbe Rouge hops into the berry-like flavor of The Iconoclast. The two scouted around 50 potential brewery locations. Then they got wind of The Progress Fund's Hazelwood Brewery project – three brewpubs in one iconic building. Tom's reaction: "I want in."

### Progress:

The Progress Fund helped with business planning and put together a loan-and-grant package of \$481,000, enabling Nick and Tom to launch New France Brewing.

### Impact:

New France – the colonial-era name of much of North America's interior – isn't always top of mind in Pittsburgh vocabulary. But look down at Point State Park, and you'll see the outline of Fort Duquesne, a shape which is now New France Brewing's logo. It's a reminder of the times when fur traders roamed the vast wilderness and a nod to a philosophy of "constantly changing and moving," says Tom. From their unique beers to the abstract expressionist art gallery vibe of their space, Tom and Nick embrace risk and unpredictability. "To me, there's got to be art and poetry to it," says Tom, "or it's not worth doing."

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